

Disney Junior Turns One!

May 1, 2012



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Toronto, May 1, 2012— Happy Birthday Disney Junior! It's a month-long celebration of **Disney Junior**, Astral's channel for kids 2-5 and their families, as the network marks its first year since rebranding from Playhouse Disney, which originally launched in November 2007. May is sprinkled with a **Big Birthday Week** episode marathon and the launch of an all-new party-themed website, inviting Canadian families to mark the occasion on-air, online and OnDemand.

"We are delighted to be celebrating what has been a milestone first year for Disney Junior," said **Joe Tedesco, Senior Vice-President and General Manager, Astral Kids**. "With a tremendously successful programming landscape, we continue to find new ways to entertain young viewers. The monumental growth the channel has experienced in the past year speaks to our commitment to deliver imaginative and innovative kids programming in Canada."

Disney Junior salutes its inaugural year with a weeklong programming event from Monday, May 21 to Friday, May 25. Between 6 p.m. and 7:30 p.m. ET, viewers can tune in for special birthday-themed episodes of favourite series including *Jake and the Never Land Pirates*, *Mickey Mouse Clubhouse*, *Stella and Sam* and *Doc McStuffins*. Rounding out the week is a presentation of the feature film *A Bug's Life*, starting at 6 p.m. ET on Saturday, May 26. Viewers wishing to keep the celebrations going can see Disney Junior's entire Big Birthday Week line-up on Disney Junior OnDemand beginning May 18.

The festivities continue at DisneyJunior.ca where visitors are gifted with a brand new birthday portal launching today. Available for celebrations year-round, the new site features customizable e-cards, character-specific party pack printables, mouth-watering recipes and everything in between for a perfect Disney Junior-themed party. Also launching today on the website is the brand new **Disney Junior Happy Birthday Game**.

In the past year, Disney Junior has become home to new series including *Jake and the Never Land Pirates*, *Tickety Toc*, the short-form series *Minnie's Bow-Toons* and the recently launched *Doc McStuffins* which garnered record-breaking ratings with its premiere episode. The channel also features Disney hits including *Mickey Mouse Clubhouse* and *Handy Manny*, as well as the imaginative Canadian show, *Stella and Sam*. Making its debut on the network in September 2012 is another Canadian animated adventure series, *Justin Time*.

Disney Junior is a commercial-free channel available in English and French to subscribers across Canada. Committed to offering the best in engaging and development-based programming for younger children, Disney Junior showcases series with a focus on magical, musical and heartfelt stories that feature beloved classic and contemporary characters. Presenting exclusive, first-run programs from Disney together with celebrated Canadian series, Disney Junior is also available through **Disney Junior OnDemand** and **Disney Junior OnLine**.

Disney Junior is a member of the Astral family. Astral Media Inc. (TSX : ACM.A/ACM.B) is one of Canada's largest media companies. It operates several of the country's most popular pay and specialty television, radio, out-of-home advertising and interactive media properties. **Astral** plays a central role in community life across the country by offering diverse, rich and vibrant programming that meets the tastes and needs of consumers and advertisers. To learn more about Astral, visit astral.com.

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For more information

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